

**Cheryl Richards, Graphic Designer**  
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## **PROJECT INFORMATION FORM - PRINT**

Name and contact information:

Describe the project (ie two-sided full color postcard, CD packaging, etc.)

Who is involved in making decisions about this project?

Do you have artwork that you want to use?

Who is your target audience?

Who is your competition?

Please give me some adjectives that describe the desired look and feel of your project (ie professional, fun, clean, sleek, mysterious, etc.)

Do you already have a logo and/or other printed materials? (if so, please attach)

Are there colors you particularly like/dislike?

How many copies of this piece are you planning to print?

Do you already have a printer in mind?

What is your target date for the completion of this project?

Anything else you'd like me to know?

## How I Like to Work - Print Projects

Before I can give you a estimate, I'll need to know some details about project and the look and feel you're going for. After I have some more information about your project, I'll give you a project estimate.

Once we've decided to work together, I will create three to five initial design drafts for your review. If you don't like any of the initial design directions, I will create up to three additional options. Two rounds of options are usually enough to come up with a direction that my clients are happy with. With your feedback, I will then refine the agreed-upon design direction and work to create the final versions of the piece.

I require 25% of the project's total estimate cost up front before starting any work. The remainder is due upon completion of the project.

I also request that most of your project's content is completed before beginning the design process. Text edits and revisions always happen along the way, but having as much content as possible ahead of time makes the process more efficient for both of us.